

CASE STUDY

MB Invitational

Delivering Broadcast Grade Connectivity for a Live Charity Golf Tournament



EXECUTIVE SUMMARY

The MB Invitational is a premier charity golf event held at the Huntington Club in California in support of the Driving Out Cancer mission. The multi day event brings together professional long drive athletes, celebrity participants, sponsors, and amateur golfers to raise funds for cancer research initiatives that directly benefit local communities.

To support live long drive broadcasts, production teams, and on-site operations across a distributed outdoor venue, RYTHMz deployed its Business in a Box connectivity platform. By delivering bonded, multi-WAN internet with integrated power solutions, RYTHMz enabled seamless live streaming, reliable production workflows, and a consistent connectivity experience throughout the event.



THE CHALLENGE

The MB Invitational demanded reliable, broadcast-grade connectivity to support live long drive competition, professional production crews, digital operations, and on-site staff across a large outdoor golf course. With live coverage and real-time coordination at the core of the event, there was no margin for error and no opportunity to recover from connectivity issues once the event was underway.

Production trailers and broadcast locations were positioned far from traditional network access points, while connectivity requirements shifted dramatically between the formal gala and peak tournament play. Limited power availability in key areas further complicated deployment, making it clear that traditional infrastructure alone could not deliver the performance, resilience, or flexibility required for a high-visibility live event.

OBJECTIVES

To support a high-visibility charity event with live broadcast requirements, RYTHMz was tasked with delivering reliable, broadcast-grade connectivity across a complex outdoor venue. The objectives were to:



- Deliver **broadcast-quality internet connectivity** to support live long drive streaming and on-site TV production.
- Eliminate **single points of failure** through a bonded, redundant network design built for live events.
- Extend reliable network access **across the venue**, including remote production and broadcast locations.
- Support **production crews, broadcast teams, staff devices, and event Wi-Fi** with consistent, low-latency performance.
- Deploy a solution that could be **implemented quickly and adjusted in real time** as event demands changed.
- Ensure **connectivity and power stability** from initial setup through the final moments of the tournament.

THE OPPORTUNITY

Live events expose the limits of traditional connectivity. The MB Invitational created an opportunity to prove that broadcast-grade internet does not require permanent infrastructure when the right architecture is in place.

By deploying a flexible, bonded connectivity model with integrated power, RYTHMz demonstrated how event organizers and MSPs can eliminate risk, simplify deployment, and maintain control in environments where failure is not an option.



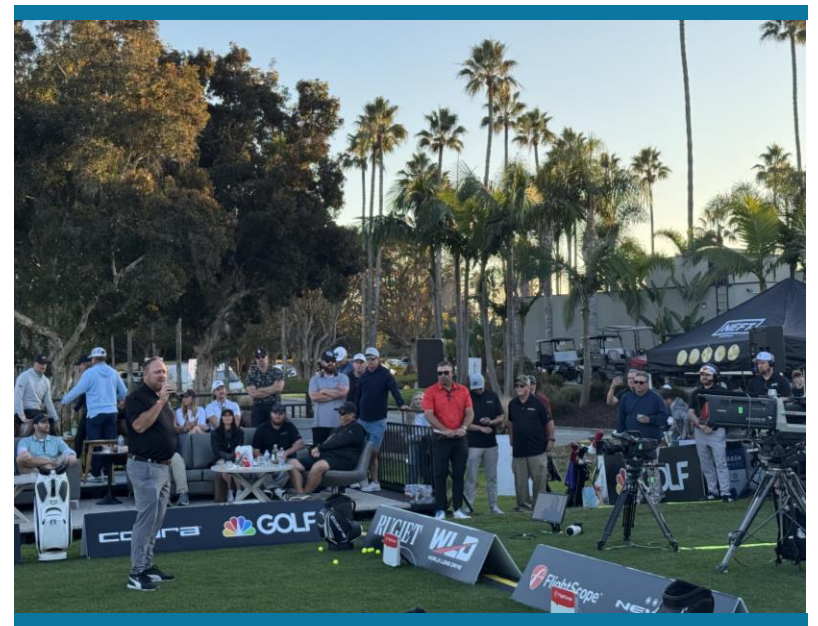
THE SOLUTION

By combining multi carrier 5G, satellite redundancy, existing fiber integration, and portable power, the solution delivered reliable, broadcast-grade connectivity without requiring permanent infrastructure.

NETWORK ARCHITECTURE

The network architecture for the MB Invitational was designed to support live broadcast production, real-time digital operations, and event staff connectivity across a distributed outdoor venue.

The solution prioritized resilience, bandwidth availability, and coverage flexibility to ensure the event remained fully connected from setup through the final competition.



- **WAN 1:** 6 Concurrent cellular connections from multiple carriers, managed by RYTHMz's systems, ensuring continuous coverage and network resilience.
- **WAN 2:** A 200/200 Mbps dedicated fiber line, offering a high-capacity data conduit.
- **WAN 3:** Starlink satellite-based connectivity, providing a reliable internet source independent of terrestrial constraints.

IMPLEMENTATION

The RYTHMz team deployed a multi-WAN connectivity solution tailored to the unique demands of the MB Invitational. Cellular, satellite, and existing on-site fiber were layered into a single resilient network to support live competition, digital operations, and event staff without relying on permanent infrastructure.

The implementation focused on five key actions that ensured the deployment was successful:

- **Delivering stable connectivity** to the on-site TV production truck supporting the live long drive broadcast

- **Balancing network traffic** across multiple connections to maintain consistent performance during peak usage
- **Extending connectivity** to production trailers and broadcast locations positioned throughout the course
- **Maintaining redundancy** across all critical network paths to prevent disruption during live event moments

Together, these steps ensured the MB Invitational remained fully connected from setup through the final drives of the tournament.

THE OUTCOME

The MB Invitational was delivered with reliable, broadcast-grade connectivity that supported live production, digital operations, and on-site coordination without interruption throughout the event.



This case study demonstrates how RYTHMz enables event organizers and partners to deliver continuity and performance in live, high-visibility environments:

■ **Broadcast Reliability:** Live long drive coverage and production workflows operated without disruption, ensuring consistent delivery to broadcast audiences.

■ **Operational Performance:** Digital teams, production crews, and event staff maintained reliable access to the tools and systems required to manage real-time operations.

■ **Event Scalability:** The network adapted seamlessly from gala evening demands to peak tournament day usage without performance degradation.

■ **Infrastructure Independence:** Enterprise-grade connectivity was delivered across the venue without reliance on permanent installations or trenching.

EVENT FEEDBACK

“We had an outstanding experience working with Rythmz for 5G internet connectivity at our event. Their service was absolutely critical to our success and provided fast, reliable connectivity that allowed our digital team to operate seamlessly while fully supporting our TV production truck.

Beyond the technology, the people truly made the difference. Steve, the CEO, is great to work with. He is professional, genuinely invested in making sure everything runs smoothly. His son Stephen was incredibly hands on and responsive, always available on site and quick to address any needs that came up.

Rythmz delivered exactly what they promised and more. We would highly recommend them to anyone looking for dependable event connectivity backed by a team that truly cares about execution and partnership.”

- **Alexandra Tannous**

Senior Director of Marketing for GF Sports and Entertainment

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